

Press Release 25-2010

The Fourth Screen conquers mass media market

Orga Systems enables profitable usage of fourth screen

Paderborn (Germany), 15 June 2010: Three billion mobile connections mean three billion handsets. This fourth screen after cinema, TV and the PC screen is causing big challenges for operators as continuing to make money on it is becoming more and more complicated: Especially the rapid increase in data usage traffic on both fixed and mobile networks shows that users are taking advantage of traditional voice and text services, along with more advanced capabilities including video, interactive entertainment and cloud-based applications. With its real-time based billing, charging and policy management solutions, Orga Systems, # 1 choice for real-time charging and billing, enables profitable usage of the fourth screen.

Fourth Screen offers new market potentials

The opportunity lies in leveraging key operator assets along with information only the network operators possess. These key assets are billing, bandwidth, messaging and call / conferencing. Third parties such as mash-up developers, governments, retailers, enterprises, service and repair companies, content owners and brand advertisers are interested in these services and information. The network operators can seize this opportunity by providing these third party partners with identity, authentication, billing, collections, location and presence services along with efficient distribution of voice and data across a wide range of bearers and devices. To do this, interfaces to service delivery platforms offering the required services along with interfaces to distribution platforms need to be deployed by the network operator.

Unlock the full revenue potential of bandwidth sensitive data services

To unlock the full revenue potential of bandwidth sensitive data services, new and highly personalized services are enabled by Orga Systems, #1 choice for real-time charging and billing. Orga Systems' Next Generation Control Point helps operators to manage complex subscriber profiles and charging rules for all services across all networks for pre and postpaid subscribers. Differentiated charging and fine-grained policy management allow for the control of bandwidth-hungry applications like "peer-to-peer" file sharing, while generating additional revenues with new individualized service offerings.

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